

AUTO INDUSTRY IS GOLD MINE

Strikes of Klondike Small Compared to Profits of Automobile Industry.

It is a peculiar weakness of humanity to make a combined rush for a nugget when some prospector finds a nugget. And 99 times out of 100 in the rush people trample all over fortunes and leave behind the real opportunities to reach the spot where gold or some other valuable mineral has been found.

This is the opinion of Lieut. H. P. Shaper, local representative for the Stroud Motor Manufacturing association.

The old mania of wanting something for nothing never dies out, continues Mr. Shaper. "Looking back it is laughable to think of prospectors crossing the continent with ox teams to reach California in '48, passing up the real riches of the soil over which they passed in the Mississippi valley, to be waylaid by Indians further west or to perish of thirst in the desert. Very few of those who underwent all the hardships of the trip and arrived in California ever found gold."

The rush to the Klondike was much the same although under changed conditions. What Klondiker can measure fortunes today with heavy Ford? Or with those who invested in the Hupp, Franklin, Chalmers, Federal Motor, Reo Motor or Paige-Detroit companies? A thousand dollars invested in Ford Motor company of Canada has returned \$24,878 in 11 years. The wildest wildcat didn't have dreams that beat this.

Auto Industry Grows. "The biggest money lies today in the automotive industries. Try to buy an auto in El Paso and see what happens. You will find the dealers have not half enough cars to supply the demand. Every dealer in the city is trying to get cars, but can't."

There are still fortunes for those who turn out cars, tractors, trucks to supply this demand.

"Concerns the size of the Goodyear plant being put in at Los Angeles and the Stroud motor plant at San Antonio mean a new era in the industrial history of the southwest. The officers of the Stroud company are men of recognized ability in the automotive and financial world—Sam W. Stroud, president, banker and auto man; C. K. McDowell, vice president, county judge of Valverde county, Texas; P. W. Lemburg, secretary and treasurer, banker of Mason, Texas; W. C. Barje, designing engineer, a man of 15 years experience in designing trucks and tractors. The success of this company

Troubles On The Road - - - - - By Tad



which is assured—means that the southwest will no longer depend wholly on the east and north for autos, trucks and tractors."

Lieut. Shaper, but recently discharged from the aviation branch of the U. S. army, was an instructor at the school for instructors, Brook Field, San Antonio. William J. Berin, who is assisting Mr. Shaper here, was also an officer in the aviation branch stationed at Brook Field.

DODDILL OPENS SERVICE STATION.

W. R. Doddill, manager of the El Paso Oldsmobile company, has returned from Albuquerque where he secured an additional carload of Oldsmobiles for local buyers. The old service station now completely equipped and in charge of Lieut. E. G. Buche, has been opened to the public.

MOUNTAINS FAIL TO STOP TRUCKS

Fully Loaded Truck Invades Last Retreat of the Pack Horse.

"Mountains trails have been the hardest proposition for trucks," states manager L. A. Thompson, of the Southern Border Motor Co., "but it appears that even on the rough trails that the packhorse is doomed to go, according to our latest reports from Utah."

"Out near the Cardiff and Price mines in mountainous Utah, if you tip-toe quietly and peek over the corner of the corral you find pack horses dolefully chewing their cud. They see their deadly enemy the motor truck has finally pierced their last entrenchments, and has settled down in their strong points with every indication of staying. The motor industry refuses to talk armistice or gentlemanly agreements for division of territory."

And all this after old friend horse had thought himself secure. Some months ago a special built high priced truck made one trip up this trail, but never repeated. The attack seemed too costly. But business must be served and the way of the inefficient leads to the slaughter house. Now comes the news that a stock Republic truck that for two years has been hauling freight around Salt Lake City has made the trip and is quite likely to repeat it as part of its regular duties.

"That truck was taken off its regular run, it has been working for two years and without any special tuning up and with a full capacity load sent it on the toughest bit of mountain work you can find. Twelve of the 25 miles to the Cardiff mine are up a 20 percent grade. Dumping part of the load there, but still carrying better than two tons it pushed on the remaining four miles to the Price mine up a 41 percent grade. There were times when it seemed as though it was climbing up the sides of a cliff. But the truck never faltered or layed down. Kept pounding and sweating its way up and up, the motor humming sweet as a bird."

"This is the first time a stock truck went up this trail, and with the exception of one trip by a high priced truck with a special transmission and low gearing, it is the first time the trip has been made. Gasoline and oil consumption was very low and the power traction was wonderful."

- Motor Sparks -

F. M. BANNELL, manager of the El Paso Overland Co., left Friday for Toledo, where he will visit the Willys-Overland factory, and for Cleveland where he will visit the plant of the Kelly-Springfield tire company. Mr. Bannell would make no statement as to the purpose of his visit but indicated that he might have something of interest to local motorists to talk about when he returns.

E. P. Schoeller, of the Motor Car Sales Co., on his way home from a trip through the east, stopped on his way home and established a branch house in Amarillo.

R. E. Weber, late with Motor Transport No. 514 at Camp Nemo, Fort Sam Houston, has entered the vulcanizing department of the Snodgrass-Racine Tire Co. Mr. Weber has had eight years experience in the tire repair business in St. Louis and Wichita Falls. Manager R. O. Snodgrass is in charge of motor transport No. 514 and highly compliments Mr. Weber's tire work while in the service.

A. A. Stoddard and M. Cohn, both of 511 East Rio Grande, are driving new Oldsmobiles.

Bottoff And Rakestraw Suffer No Ill Effects From Auto Calostroph

Word from manager S. O. Bottoff and salesman Rakestraw recently caught in an Arizona flood in which they narrowly escaped with their lives, now at Tucson, Arizona, that neither of the two have suffered any ill effects from their drenching and rough treatment. While Mr. Rakestraw was forced to go into Tucson without hat and shoes, he proved otherwise to be all right after a rest. It became necessary to cut away the body of the car in which the two were journeying when caught before could be taken from its lodging place in the mud. The doors of the car were found two miles further down the canyon. The car itself is reported to have been carried over 500 yards and turned end over and several times.

TRUCKS FURNISH "MOTHER SHIP" LOADING DEVICE SUGGESTS RHINO

Buyers Should Investigate Loading and Unloading Possibilities.

Truck buyers should take pains to investigate the possibilities of saving time and money by speeding up his trucks and employes through the use of mechanical devices for loading and unloading.

This is the suggestion of Sam Watkins, manager of the Watkins Motor company.

"Every truck user must have thought, at one time or another, of the economies in time and money which could be brought about by the use of mechanical or electrical loading and unloading appliances, which will either enable the driver of the truck to do all the loading with a minimum of effort and in the quickest time, or at least reduce the size of the shipping gang."

"There are appliances which will save the truck owner labor time in truck time. One device I have in mind is the linkbelt affair which uses a small motor and is of especial utility in coal yards. Pushed up against a coal pile and with a man shoveling coal toward it, it will feed its endless chain of coal containers into the pile and load the coal truck at a rapid rate—as low, I think, as ten minutes for an eight yard truck. There are also devices which can pick up huge wrought pipe and load 240 tons of this heavy material in a ten hour day; overhead power hoists for interior loading; overhead monorail trolleys which handle commodities in large lots and deposit them directly on trucks; simple endless belt conveyors; spiral loading conveyors, and many others."

Aviator Wonders What Plane Running Down Mesa Avenue Is Doing

"For the love of Mike, look straight below us," said one of the occupants of an airplane scope thousand feet above El Paso Thursday morning. Directly beneath the two a plane was whizzing along Mesa avenue, a stunt that Uncle Sam's men couldn't understand.

The ground machine was 949 D, driven by Johnnie Bugnor, authorized agent of the U. S. treasury department in the war stamp drive, who was warming up to assist the local committee in their campaign here. "I have no auto to sell," stated Bugnor as he hopped out of his plane, "so it is an opportune time to help sell stamps." Did 949 D, which now active service in former stamp drives, will probably be stationed at the statute of Liberty again within a few days.

Hooney Optimistic About Tire Trade In Mexico

President John Hooney of the Racine Horseshoe Rubber company, of Dallas, believes that tire men will be able to do a big business in Mexico within a short time. Mr. Hooney, who spent two days this week visiting the Rio Grande Rubber Co., formerly spent 12 years traveling in Mexico. From his knowledge of conditions in Mexico he is lead to believe that conditions will be better in Mexico within a short time. That El Paso tire men may proceed with the large volume of business south of the Rio Grande which awaits more settled conditions.

PAIGE

THE MOST BEAUTIFUL CAR IN AMERICA

Every day sees more Paige Cars rolling noiselessly by. The durability, the beauty, its power and easy driving qualities puts it in a class by itself.

Ride in a Paige—You will own no other.

Southern Border Motor Co.

311 Montana Street. Phone 490.

Vulcanizing — Retreading

Uncle Sam taught us tire economy during the World War. Car owners are continuing to practice conservation in tires. To assist the motoring public in this we have installed modern, complete equipment for retreading and vulcanizing. We have secured the services of R. B. Weber, expert lately in service of Uncle Sam, who will be with us and at the service of the motoring public.

COME—WE WILL SAVE YOU MONEY ON TIRE REPAIRING

RACINE TIRES

EXTRA tested to yield miles of EXTRA wear. The Tire that wins over rough roads.

COME ONCE—YOU WILL COME AGAIN

Snodgrass - Racine Tire Co.

D. O. SNODGRASS, Mgr. Phone 144. 302 N. Stanton St.

ADVERTISE EL PASO BETTER

Local Tire Man Says Eastern Concerns Don't Know Our Real Size.

"El Paso has been at times systematically and well located by various organizations here, but it seems from the prevailing ideas among eastern and northern auto and tire manufacturers that we need to do some more advertising to keep in the minds of these people the actual size of the city, and more especially the extent of territory tributary to El Paso."

states J. M. "Red" Harris, manager of the tire department of M. Alms & Sons. After a hard week's work Mr. Harris has the new department in tiptop working shape and is forced to make a trip to New York, O., to explain to the makers of Knight and Blackstone tires that the figures taken in the last census don't nearly tell what the prospects for selling tires in this territory are. Although on a selling basis, but a week, Mr. Harris and his helpers have found the supply allotted them insufficient. They need to know our size, "Red," and I am making the trip to show them."

LESTER GETS NEW SALESMEN. J. C. McNamara and Lieut. R. E. Shottenkirk have been added to the list of salesmen at the Lester Motor Co. Mr. McNamara, formerly with the Lone Star, is well known here in auto circles. Lieut. Shottenkirk, for 11 months overseas in the Air Corps, is a former motor car repair unit. No. 288, is an experienced auto man.

CARPETS CLEANED THE LATEST METHOD. WILSON MILLICAN THE BEST CLEANERS PHONE 4400.

NEURALGIA or Headache—Rub the forehead and temples with **VICK'S VAPORUB** "YOUR BODYGUARD"—30¢, 60¢, \$1.25

Results From Herald Ads

A Greater Maxwell is Before You

It is greater in many ways than any of the 300,000 of this very same model.

You give it a second look from the curb, for it is refined.

You sense more power, less effort from the engine, for it is equipped with Hot Spot and Ram's-horn.

You feel a delightful comfort in the seat, for it has better springs and better upholstery.

You go less often to the battery service station, for the improved electrical unit saves battery wear.

You register satisfaction when you examine the improved top, for the fabric is more durable.

And the one that comes last but should not be least in these dollar-counting days is the delight in the value you receive.

For such improvements cost money and the price is only \$985 f. o. b. Detroit.

Post-war purchases for cash have saved you many a perfectly good dollar.

LESTER MOTOR CO.

R. A. LESTER, Mgr. 501 Montana St. Phone 2130

Branch At Deming.

!TIRES!

NEW, CLEAN, FRESH STOCK. STANDARD MAKES "SPECIAL LOTS"

World's Greatest Cut Rate Tire Concern

Size	Goodyear Special Lots Guaranteed	Beacon Rib-Skid Rib	Goodyear Cord Tires	Griffith Special Lots	Griffith Special Lots
28x3	\$18.85	\$18.85	\$2.00
30x3	21.50	21.50	2.45
32x3 1/2	24.00	24.00	\$17.50	\$19.00	2.15
32x3 3/4	26.00	26.00	24.50	27.75	2.25
34x3 1/2	28.00	28.00	26.50	29.00	2.75
34x3 3/4	30.00	30.00	28.50	31.00	2.85
36x3 1/2	32.00	32.00	30.50	33.00	3.00
36x3 3/4	34.00	34.00	32.50	35.00	3.15
38x3 1/2	36.00	36.00	34.50	37.00	3.30
38x3 3/4	38.00	38.00	36.50	39.00	3.45
40x3 1/2	40.00	40.00	38.50	41.00	3.60
40x3 3/4	42.00	42.00	40.50	43.00	3.75
42x3 1/2	44.00	44.00	42.50	45.00	3.90
42x3 3/4	46.00	46.00	44.50	47.00	4.05
44x3 1/2	48.00	48.00	46.50	49.00	4.20
44x3 3/4	50.00	50.00	48.50	51.00	4.35
46x3 1/2	52.00	52.00	50.50	53.00	4.50
46x3 3/4	54.00	54.00	52.50	55.00	4.65
48x3 1/2	56.00	56.00	54.50	57.00	4.80
48x3 3/4	58.00	58.00	56.50	59.00	4.95
50x3 1/2	60.00	60.00	58.50	61.00	5.10
50x3 3/4	62.00	62.00	60.50	63.00	5.25
52x3 1/2	64.00	64.00	62.50	65.00	5.40
52x3 3/4	66.00	66.00	64.50	67.00	5.55
54x3 1/2	68.00	68.00	66.50	69.00	5.70
54x3 3/4	70.00	70.00	68.50	71.00	5.85
56x3 1/2	72.00	72.00	70.50	73.00	6.00
56x3 3/4	74.00	74.00	72.50	75.00	6.15
58x3 1/2	76.00	76.00	74.50	77.00	6.30
58x3 3/4	78.00	78.00	76.50	79.00	6.45
60x3 1/2	80.00	80.00	78.50	81.00	6.60
60x3 3/4	82.00	82.00	80.50	83.00	6.75

Goodyear Moulded—30x3 P1a, \$5.50; 30x3 1/2, \$6.25; 31x3 Cat, \$18.40

Prices subject to change without notice in conformity with Standard Lists. These prices based on lists of May 15, 1919.

JACKSONVILLE, FLA. TAMPA, FLA. SAN FRANCISCO, CAL. 11 West Duval St. 217 Franklin St. 523 Van Ness Ave. DALLAS, TEX. EL PASO, TEX. OAKLAND, CAL. 202 Commerce St. 201 W. San Antonio St. 1345 St. and Broadway. HOUSTON, TEX. WASHINGTON, D. C. LOS ANGELES, CAL. 1209 Main St. 942 14th St. N. W. Sixth and Olive St. HAVANA, CUBA. NEW ORLEANS, LA. SAN DIEGO, CAL. Zulueta No. 15. 409 Esplanade St. Second and D St. SAN ANTONIO, TEX. ATLANTA, GA. FRESNO, CAL. 312 Avenue C. 224 Peachtree St. Cor. 1 and Market St. SEATTLE, WASH. 1125 Pike St.

AUTOMOBILE TIRE CO., Inc.

ED. C. GRIFFITH, President. 501 W. SAN ANTONIO ST. PHONE 166. EL PASO, TEXAS.